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FOR IMMEDIATE RELEASE

## **PPM Expanding - Key Staff Changes and Additions Underway**

February 15, 2007 (Bloomington, Indiana) —Predictive Physiology and Medicine, Inc. (PPM), a growing life science company, announced staffing changes and additions today that indicate a significant expansion for the company. PPM is adding six new positions and has elevated Brian Kleber to the position of Chief Operations Officer. As COO, Kleber leads decision making in all areas of the company's operations. He is responsible for finance, human resources, marketing and IT and heads PPM's business development and product development teams.

"Our team has made considerable progress in the last six months," said Brian Kleber. " We have advanced a core technology into a consumer focused product that we believe will be embraced by the health and wellness marketplace. This expansion brings us individuals with expertise in key areas such as marketing, bioinformatics and analytical research science to help us reach our goals. "

Kleber joined PPM on July 30, 2007, after his successful tenure as leader of the South Central Indiana Small Business Development Center (SBDC), SEED Corp., and inVenture. Since that time, he has led several strategic initiatives for the company, including a critical partnership with Bloomington's First Capital Group. The partnership provided PPM the unique infrastructure necessary to support its analytical lab and bioinformatic needs.

Kleber developed a strategic business plan for PPM that outlines the company's five year vision. He also worked to refine the company's policies and processes. He is currently guiding the staff through this significant growth period and the final stages of product development.

Well-known for his contributions to the local business community, Kleber became the Regional Director of the SBDC in 2002. Under his leadership, the organization helped in the start-up and expansion of hundreds of small businesses, creating thousands of new jobs. In 2004, he led a coalition of organizations to found inVenture, Bloomington's life sciences/technology business incubator. Serving as voluntary director, he was the driving force behind its fast growth to 24 technology companies employing over 250 people.

"Adding Brian to our staff was a significant step for our company," said Dr. Steve Naylor, CEO of PPM. "His experience and business acumen have allowed us to take PPM to the next level. Our company is now poised to enter the marketplace with a new product that will revolutionize personalized health and wellness."

### **About PPM**

PPM is a growing life science company focused on personalized health and wellness. Using a cutting-edge plasma molecular analysis process, it develops personal profiles that provide a picture of an individual's overall well being. Working with a physician, individuals can then outline a personalized plan for continued health and wellness. Unique in the industry, the profile puts control of health care back in the hands of the individual. For additional information regarding PPM call 812.323.2008 or visit [www.PPMWellness.com](http://www.PPMWellness.com).